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1996

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5-17-1996

# 05/17/1996 - Rich Named EIU Alumni Director

University Marketing and Communications

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### Recommended Citation

University Marketing and Communications, "05/17/1996 - Rich Named EIU Alumni Director" (1996). 1996. 144.  
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96-146

May 17, 1996

FOR IMMEDIATE RELEASE:

RICH NAMED EIU ALUMNI DIRECTOR

CHARLESTON -- Steve Rich of Charleston has been named Eastern Illinois University's director of alumni services following a national search.

Rich has been serving as Eastern's acting director of alumni services for 11 months, in addition to completing his duties as Eastern's assistant athletic director for marketing/development.

"Steve did an excellent job during his tenure as acting director. He was able to develop new plans for the alumni program. I am confident that Eastern's program will continue to move forward with Steve as the director," said Lou Hencken, vice president for student affairs.

Rich will administer all facets of the alumni program, including establishing and maintaining alumni chapters throughout the country, arranging alumni events such as homecoming, developing alumni political and recruiting networks and overseeing the Alumni Association. He also will be responsible for producing The Eastern Alumnus newsletter targeted to Eastern's more than 68,000 alumni.

"I am excited about the opportunity to serve Eastern in this capacity and look

-more-

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RICH

negotiating all radio and television contracts for the athletic program.

Rich began his career in higher education at Southern Illinois University at Carbondale where he spent two years assisting his alma mater with its athletic marketing and promotion initiatives. He earned a bachelor's degree in speech communication from SIU-C where he specialized in public relations and minored in journalism.

He is a member of several professional organizations, including the Council for the Advancement and Support of Education, the National Association of College Directors of Athletics and the National Association of Athletic Development Directors.

At the university level, Rich serves on Eastern's Council on University Planning and Budget, the Library Advisory Board and the Marketing and Enrollment Management Advisory committees.

He and his wife, Cindy, have two sons, Bryn, 6, and Brock, 4.